

FOOTBALL CONTEST-PICK THE WINNERS!

2 TICKETS to U.S.C. or U.C.L.A. Game Given Every Week for 7 Weeks!

Get Free Entry Blanks from These Advertisers! Guess the Scores and Win!

CUSTOM TAILORED



WHY be satisfied with baggy, ill fitting clothes when our custom tailoring fits YOU to perfection—and costs so little more.

Yale vs. Penn.

J. LEPKIN
Merchant Tailor
1320 SARTORI Ph. 102

You'll Need a **FOOTBALL SCHEDULE**

IF YOU'RE PICKING THE GAMES... WE STILL HAVE A FEW

SHELL Schedules Left!

GOODYEAR TIRES
HOBBS BATTERIES

EXPERT SHELL LUBRICATION

SHELL SERVICE
CARSON AT BORDER
Earl Moore - Bill Morgan
Navy vs. Virginia

Harvel SKID-PROOF YOUR CAR WITH GOODRICH

Winter rains will soon be here, making wet streets dangerous to drive on... UNLESS your car is equipped with GOODRICH SAFETY SILVERTOWNS! Hundreds of tests have proven the new GOODRICH tread to be vastly superior to all other treads in NON-SKID ability... stopping your car quicker, more surely and more safely! Come in for a demonstration! We'll prove it!

"Thru Service We Grow"
U.S.C. vs. Ohio State

YOU CAN'T LOSE
When You Buy Your **SPORTING GOODS**

... from us! We have a complete line of ALL sporting goods. Special discounts to students on football and other sporting goods equipment. Students, ask for your card!

Princeton vs. Dartmouth

CITY PAINT & SPORTING GOODS STORE
1324 SARTORI PHONE 251

MEMBER LOCKSMITHS' ASSN.

THRIFTY Bike, Key and Fix-It Shop

WE FIX ANYTHING!
Prompt Repairs - Reasonable Prices

Latest Key Making Machine

Illinois vs. Indiana 1303 POST AVE.

Selected... Clean

LEAF MOLD

55¢ LARGE SACK

Only 200 sacks to go at this low price! Usually sells for 85¢ sack! Fall is the time to work leaf mold into your flower beds and gardens.

TORRANCE FEED & POULTRY STORE
T. S. LOVELADY
1963 CARSON Ph. 407
Minnesota vs. Purdue

When You Go to the Game—Use

STANDARD Gas and Motor Oil

More Touchdowns to the Gallon!

N.Y.U. vs. Rutgers

ATLAS
Tires and Batteries

CHARLIE MITCHELL'S **STANDARD STATIONS INC.**
Carson and Cabrillo
Phone 765

Get Free Entry From Advertisers!

Get Free Entry From Advertisers!

Why not get your Free **BERKSHIRE STOCKINGS?**

It's easy as adding two and two—and lots more fun. Join our BERKSHIRE STOCKING CLUB and each time you buy a pair of BERKSHIRE Stockings your purchase is recorded on a special Membership Card—made out in your name. Then, when you have bought a total of twelve pairs, we will give you a pair—equal in value to your average purchase—absolutely without charge.

Made in the world's largest full-fashioned hosiery mill, of fine, flawless silk—reinforced at all points of wear—with dainty, fine seams—in new, authentic, colorfast shades. There's a BERKSHIRE stocking for every occasion.

EXCLUSIVELY AT

ELLWOOD'S
1417 MARCELINA AVE.
Torrance, Calif
Georgia Tech vs. Notre Dame

William E. Wylam

POPPY FLOWER SHOP

NO OTHER TOKEN OR GIFT SO WELL EXPRESSES YOUR SENTIMENTS AS

FLOWERS

You'll find us always courteous, able, efficient and prompt.

Feel free to call on us for advice and suggestions any time.

We are happy to serve.

Post and Cravens Phone 307
U.C.L.A. vs. Washington



◆ SIMPLE RULES! ◆

1. Obtain free entry blanks from any of the advertisers on this page. (All entries MUST be submitted on the OFFICIAL Entry Blank).
2. Read all the advertisements on this page and find the game listed in each one. Write on the Official Entry Blank the teams and the number of points you estimate the winning team will win by. For example: White University over Black College by 20 points. Mail your entry (or bring it to The Herald office) but BE SURE IT REACHES US BY 10 A. M. Saturday, Oct. 8. (Your entry may bear a postmark not later than 10 a. m. Saturday). The games listed today are for this week-end. You have only two days so you'll have to hurry!
3. Winners are determined in the following manner: By naming the right team and coming closest to the correct score. You are not allowed to predict tie games and you are penalized 50 points for naming the wrong team. For example: If you pick Black to beat White by ten points, and White wins by ten, the score against you will be 20 plus 50, or 70 points. The person who scores the fewest possible points is this week's winner of the two tickets.
4. This contest is open to all except employees of The Torrance Herald. The Herald shall act as judges and their decision shall be final.
5. Tickets for the first contest winner will be for U.S.C.—Washington State game, L. A. Coliseum, Oct. 15. Winner of this week's contest will be published here in next Thursday's issue.

Just Arrived! A Grand New Shipment of Famous

PENDLETON BLANKETS

Kansas State vs. Missouri

★ **STAR** ★

FURNITURE CO.

SARTORI at POST PHONE 625

Beautiful, virgin fleec wool Pendleton Blankets just in time for winter! The finest blankets made! Full size range... 66x84, 72x84, 72x90! A grand assortment of colors and patterns. Priced from \$4.95 to \$16.95... \$1 down, 50¢ a week!

Enter Now! Get Free Entry Blanks From Advertisers!

Enter Now! Get Free Entry Blanks From Advertisers!

So You're Going To Get Married!

• You'll reflect your good taste... as well as save money... if you let The Herald print your Wedding Announcements or Invitations.

Also Birth Announcements... Social Stationery... Calling Cards

TORRANCE HERALD

1336 El Prado Telephone 444
Harvard vs. Cornell

PHOTOS FOR CHRISTMAS

Should Be Made Early!

Bring in This Ad! It is Worth ONE DOLLAR!
Michigan vs. Chicago

HAIG & HAIG
FOR FINE PHOTOGRAPHS
1224 EL PRADO
Phone Torrance 99-W

THE NEWEST, SMARTEST STYLES — for

MEN

Seen at All the Football Games Are Sold By

SANDY & SCOTTY
MEN'S WEAR
1307 El Prado
Iowa vs. Wisconsin

Easy to Enter! Easy to Win! Ask For Free Entry Blanks From Advertisers on This Page! New Contest Each Week!

Alcorn's Your Neighborhood Drug Store ON TORRANCE BLVD.

Beautiful YoYo SILK and VELVET **QUILT FOR 1¢?**

Sounds impossible! But it may be true! This gorgeous quilt now on display in our store. Ask about this sensational offer.

Stanford vs. Washington State

WATCH FOR FREE SLIPS IN OUR PACKAGE ICE CREAM!

You'll Get A KICK Out of Pulling Into

Firestone

FOR Gas • Oil • Batteries • Supplies AND THE BEST DARN SERVICE IN TOWN!

Cravens and Marcelina Colgate vs. Duke Phone 476

YOU ALWAYS WIN WHEN YOU BUY AT BEACON DRUG CO.

The *Beacall* Store

More For Your Dollar!

1519 Cabrillo • Leslie L. Prince, Prop. • Phone 180
Texas vs. Oklahoma

TORRANCE NATIONAL BANK

Set Your Goal and Save for a Purpose

People with vision and intelligence fulfill a definite desire by saving for a purpose. They save for a vacation—for a new home—for taxes—for travel—for their children's education.

Set your goal and save consistently. Even small amounts grow quickly into sizeable sums to provide the means to carry out your desires.

Deposits up to \$5,000 in this bank are insured against loss by Federal Deposit Insurance Corporation.

Army vs. Columbia

THE FRIENDLY BANK

TORRANCE

Santa Clara vs. Texas A. & M.

HOW OLD IS YOUR ELECTRIC WASHER?

\$50 IN CASH

WILL BE PAID TO THE OWNER OF THE OLDEST ELECTRIC WASHER TAKEN IN TRADE IN SOUTHERN CALIFORNIA DURING OCTOBER '38 by the

Electrical Appliance Service Corp.
As a Feature of "National Washer and Ironer Week"

Come In and Ask About This Offer!

National Home Appliance Co.
HARRY M. ABRAMSON "FRIENDLY CREDIT"
1312 Sartori Phone 78